What is claimed is:

1. A light fixture for illuminating a surface, comprising:

a base for housing a light producing source;

a lens covering at least a portion of said base;

a plate disposed within said base; and

a plurality of light reflecting fins affixed to said plate and projecting from said plate in a direction away from said plate.

2. The light fixture according to claim 1, wherein said lens is convex.

3. The light fixture according to claim 2, wherein said fixture includes a frame moveably connected to said base, said lens being fixed to said frame.

4. The light fixture according to claim 3, wherein said frame includes light shielding means for reducing unwanted dispersion of light.

5. The light fixture according to claim 1, wherein said plate includes means formed therein for defining a well, said well defining means including a plurality of light reflecting sidewalls and a light reflecting bottom wall.

6. The light fixture according to claim 5, wherein said well defining means includes a plurality of light reflecting walls, each one of said light reflecting walls having a trapezoidal configuration.

7. The light fixture according to claim 5, wherein said well defining means includes a light reflecting front wall.

8. The light fixture according to claim 5, wherein said well defining means includes a light reflecting rear wall.

9. The light fixture according to claim 6, wherein each one of said plurality of light reflecting sidewalls includes a flange and means for fastening said flange to said plate.

10. The light fixture according to claim 5, wherein said fixture includes a front wall and a light reflecting element disposed on said plate between said well and said front wall.

10 11 9

11. The light fixture according to claim 10, wherein said light reflecting element includes a light reflecting surface, said surface being inclined, with reference to said plate, at an angle of between 30° and 50°.

12. The light fixture according to claim 10, wherein said light reflecting element includes a light reflecting surface, said surface being inclined, with reference to said plate, at an angle of about 45°.

13. The light fixture according to claim 3, wherein said fixture includes a rear wall and a light reflecting element disposed on said plate between said well and said rear wall.

14. The light fixture according to claim 13, wherein said light reflecting element includes a light reflecting surface, said surface being inclined, with reference to said plate, at an angle of between 30° and 50°.

15. The light fixture according to claim 13, wherein said light reflecting element includes a light reflecting surface, said surface being inclined, with reference to said plate, at an angle of about 45°.

16. The light fixture according to claim 3, including a pair of light reflecting assemblies, each one of said light reflecting assemblies being disposed laterally of a line bisecting said base.

17. The light fixture according to claim 16, wherein each one of said light reflecting assemblies includes a plurality of light reflecting fins.

18. The light fixture according to claim 17, in which a first one of each of said plurality of light reflecting fins is trapezoidal in configuration.

19. The light fixture according to claim 18, in which said first one of each of said plurality of light reflecting fins is canted laterally away from the perpendicular with reference to said plate at an angle of between 65° and 75°.

20. The light fixture according to claim 18, wherein said first one of each of said plurality of light reflecting fins is elongated, having a long axis parallel to a plane bisecting said front light reflecting element and said rear light reflecting element.

21. The light fixture according to claim 18, wherein said first one of each of said plurality of light reflecting fins includes a flange, said flange being affixed to said plate.

22. The light fixture according to claim 17, in which a second one of each of said light reflecting fins is trapezoidal in configuration, having a truncated top.

23. The light fixture according to claim 22, in which said second one of each of said plurality of light reflecting fins is canted laterally from the perpendicular with reference to said plate at an angle of between °55 and 65°.

24. The light fixture according to claim 22, wherein said second one of each of said plurality of light reflecting fins is elongated, having a long axis forming an angle of about 30° to a plane bisecting said front light reflecting element and said rear light reflecting element.

25. The light fixture according to claim 22, wherein said second one of each of said plurality of light reflecting fins includes an edge, said edge extending laterally to said first one of each of said plurality of light reflecting fins.

26. 27. The light fixture according to claim 22, wherein said second one of each of said plurality of light reflecting fins includes a flange, said flange being fixedly attached to said plate.

28. 24 The light fixture according to claim 17, wherein said plurality of light reflecting fins includes a third fin.

29. The light fixture according to claim 28, wherein said third one of said plurality of light reflecting fins fin is generally rectangular in shape.

30. The light fixture according to claim 28, wherein said third one of said plurality of light reflecting fins is disposed at a 45° angle to a plane bisecting said front light reflecting element and said rear light reflecting element.

31. The light fixture according to claim 27 wherein said third one of said plurality of light reflecting fins includes a flange, said flange being fixed to said plate.

32. The light fixture according to claim 27 wherein said third one of said plurality of light reflecting fins includes an edge, said edge extending laterally to said second one of said plurality of light reflecting fins.

33. The light fixture according to claim 1, wherein said fixture further includes an elongated light reflecting plate, said plate having edges, said edges extending laterally beyond each one of said third one of said plurality of light reflecting fins of said plurality of light reflecting assemblies.

34. The light fixture according to claim 33, wherein said light reflecting plate includes a flange, said flange being fixed to said plate.

35. The light fixture according to claim 33, wherein said light reflecting plate includes a first surface disposed at approximately 45° to the surface of said plate, being canted away therefrom.

36. The light fixture according to claim 18, including a front reflective element.

37. The light fixture according to claim 36, wherein said front reflective element includes a reflective surface disposed at about a 45° angle to said plate, said surface angling outwardly away from a line bisecting said base, said front reflective element further including a perpendicular wall.

38. The light fixture according to claim 37, wherein said perpendicular wall includes a flange, said flange being fixed to said plate.

39. The light fixture according to claim1, wherein said fixture further includes switch means for interrupting and restoring electrical power to said light source.

40. The light fixture according to claim 1, including cover securing means.

41. The light fixture according to claim 1, including wire routing means for routing wire into said base.

42. The light fixture according to claim 1, including a pair of sidewalls, a front wall, a rear wall and a bottom wall wherein said bottom wall is configured for receipt therewithin of light ballast means.

48. 43. The light fixture according to claim 42, wherein said pair of sidewalls, said front wall and said bottom wall define a space within said base, said space being suitable for disposition therewithin of lamp ballast.